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Heritage

PLANNED PARENTHOOD IS BUT A MARK OF ADVANCING CIVILIZATION

PRINTED AND PUBLISHED BY
THE ALLEN
SURGICAL HYGIENIC Co LTD
79 TRAFALGAR ST., BRIGHTON
TELEPHONE. BRIGHTON 9434

HERITAGE

Personal Attention

Absolute Privacy

Reliable Products

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ALLEN'S

The Allen Surgical Hygienic Co. Ltd.,

79, Trafalgar Street,

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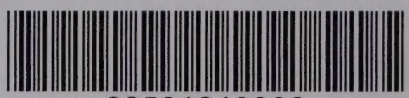

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HERITAGE.

A few words on Planned Parenthood.

To be WANTED....to be born into a home where parents do not have to pinch and scrape to make ends meet.... to enter a world where **Physical Fear** and more important, **Mental Apprehension** for the future, no longer exists.... This should be the Heritage of future generations, and in presenting this little booklet, we do so in the earnest desire to help married couples, and those about to marry, whose information relative to sex matters, as is usually the case, is somewhat vague.

The need for Planned Parenthood is apparent to even the most unenlightened, and to-day we have at long last reached the stage where the education authorities are at least favourably disposed towards the idea that sex education should commence in our schools. This is a step in the right direction, even if only a very short one, and the trend of events can be more readily appreciated when it is remembered that when mixed classes were first contemplated, some twenty-five years ago, the idea was greeted as revolutionary and one heard cries that the demoralisation of youth would set in.

To-day, all interested in the social welfare of our people, realise the necessity for the careful planning and regulating of the size of the family but the spreading of knowledge as to how this is to be done is still a very difficult matter. The press will not accept any advertisements whose subject matter refer to Birth Control, and so we are perforce driven

to adopt unorthodox means to spread the knowledge of contraception. No doubt the day will come when the subject of contraception will not have to be whispered behind closed doors, but to-day more attention is paid to mating greyhounds than human beings.

Just one further point in this brief introduction which we feel must be mentioned, and this is religious taboos. A married couple came to see us some months ago. They were in a quandary, they already had two children, were living in a tiny flat, and told us that their religion forbade the use of contraceptives ; they were of course Catholics.

We have no wish to digress into a discussion on religious scruples, but the position seemed rather abysmal. Here was a young couple, very much in love and having natural desires, faced with the prospects of either total abstinence or having a baby every year. The man had a reasonably good job, but if he was to give their two children their chance in life, he could not afford any more, and to-day more than ever there is the question of housing. And what about the woman ? She too was very happy with her husband, home and two babies. Was she to go on having children, sapping her strength and embittering her mind, because her whole life was spent in tending babies, unable to look after her husband and be a companion to him ?

What could we say to these people ? We told them about a suitable method of birth control, a subject upon which they were totally ignorant, and left them to make the decision themselves. They have both been to see us again, having decided that living in a practical world, they

must adopt the method of contraception explained to them, and we feel sure that as a result their lives will be much happier.

Forgive us for taking up so much time with this incident, but we feel that there must be many parallel cases, and to these people, as indeed to all others in doubt, we say, come along and see us, and we will help all we can.

Our establishment has been designed to give absolute privacy. There is a separate entrance for men and women, separate consulting rooms and a sympathetic understanding of the problems relative to sex and Birth Control. If, however, it is impossible for you to call, a letter to Mr. or Mrs. Allen will receive our Personal attention. Please remember that all communications are treated in **Absolute Confidence,** the strictest privacy being maintained and we never communicate with a client unless first requested to do so.

And now for a brief description of co-habitation and methods of Birth Control. Every appliance recommended is guaranteed to fulfil the purpose for which it is intended, and a few words will describe the article and its application.

CO-HABITATION.

When a man is sexually desirous, the Penis becomes stiff and erect, this being caused by the stimulus of the glands in the testicles, and of course unless the Penis is erect, it would be impossible for the male organ to penetrate the vaginal passage. A man therefore must be sexually desirous before he can co-habit, but unfortunately, the

physical construction of the woman's body is such that intercourse can take place with the woman having no sexual desire at the time. It is very repugnant to any woman to take part in the sex act under these circumstances. Considerate husbands should therefore see that their wives are equally interested in order that a satisfactory climax may be reached by both.

The focal point in the sex act is indicated by an emission of fluid from the male organ, and this Seminal fluid contains, in a virile man, millions of Sperm, only one of which is necessary to meet the Ovum from the womb of a woman's body for conception to take place. From this unity the child will be born. Therefore, unless a child is desired, it is necessary to do one of two things.....prevent the Sperm from meeting the Ovum by mechanical means, or alternatively use chemical aids to destroy the Sperm.

Some men are of the opinion that withdrawing the Penis just prior to the ejaculation is a means of preventing conception, but this is a fallacy, for most men have a slight Seminal discharge just prior to the ejaculation, and in this Semen, Sperm are present.

Foolish women also sometimes think that the passing of urine immediately after co-habitation will prevent conception, but the Urethra through which the urine passes from the bladder, is a separate and very much smaller passage than the Vaginal Canal. There is only one safe method—the use of a contraceptive advocated.

BIRTH CONTROL.

As already mentioned, there are two reliable ways of preventing conception. They are either by ensuring that the male Sperm do not enter the Vaginal passage, using a mechanical contrivance, *i.e.*, a rubber covering on the Penis, or alternatively, introducing a chemical reagent into the Vaginal passage, prior to co-habitation, to destroy the male Sperm.

We can therefore divide reliable methods of contraception into two classes: Mechanical and Chemical.

MECHANICAL METHODS FOR MALE USE.

Condoms.

The least enlightened have at some time or other heard of Condoms, or to use the more familiar name, French Letters.

These are rubber appliances, which the man rolls on to the Penis prior to the sex act. The function of a Condom is of course, to prevent the ejaculated Semen from entering the woman's body.

Condoms are the simplest form of contraception which can be employed, but it will be readily understood that if the appliance is to fulfil its function, it must be absolutely reliable in every respect.

We have gone most carefully into the question of eliminating faulty appliances, and our methods of testing

Condoms and Washable Sheaths with our sterilised air plant, makes it impossible for a faulty appliance to be passed. Every appliance supplied by us is subjected to this test, and callers can see for themselves the appliance tested at the time of purchase. Orders by post receive the same attention, and every appliance is absolutely guaranteed. We know that there are Condoms marketed, generally sold by chemists, hairdressers and unsavoury " Rubber Goods " shops, and marked " *Guaranteed Tested* " but these purveyors have no means of testing the appliances themselves, and have to depend on the word of the manufacturers. There are manufacturers who wish to supply reliable appliances, but they have no control over the actual sale of the Condoms to the public. The chemist or hairdresser may have the goods in stock for months, with the result that articles are sold which have perished. This may not be noticeable to the casual eye, but in use a tear may develop or pin-hole exist which will allow the Sperm to escape. Remember there are millions of Sperm in a single ejaculation, only one of which is necessary to cause pregnancy.

The only certain way of ensuring reliability is by obtaining your Birth Control requisites from specialists who have made a life-time study of the subject and where you know all the appliances are fully tested before despatch.

Types of Rubber Coverings.

In the main, there are two types of rubber coverings: Condoms and Washable Sheaths.

In the price list at the back of this booklet you will note that we supply six types of Condoms, made to suit individual

needs and pockets, with however one particular exception, and this is the MONU Condom, listed as *No.* 5.

This appliance has been specifically designed to meet the needs of the newly married, for readers may realise that when intercourse first takes place, the Vaginal passage is particularly small and difficulty is generally experienced in effecting complete penetration. To use a thick appliance would add to the difficulty, besides causing a good deal of pain to the woman. The MONU Condom is the most satisfactory one for the first few weeks of married life. Later, when intercourse can take place more easily, an alternative appliance may be used by the man, either a different Condom, or Washable Sheath. Alternatively, the wife may adopt one of the methods of Birth Control particularly recommended for women. To be absolutely safe, therefore, during the first few weeks of marriage, use only MONU Condoms together with LENSOL contraceptive jelly ; more about the jelly will be said later.

We have gone at length into the question of suitable contraceptive measures for the commencement of married life, for we find that so many couples enter married life with no authentic knowledge of reliable methods of Birth Control. In so many instances, a baby arrives in the first year of marriage....the first year which should be spent in getting to know each other, unhampered by childbirth and parenthood at this early stage.

If there is any newly married couple, or any about to marry, who are in doubt on any point relative to this subject, we extend a cordial invitation to call and see Mr. or Mrs.

Allen, and we will give you all the help necessary to plan your parenthood.

Washable Sheaths.

These rubber coverings are, as the name implies, appliances which can be washed and used again and again for a given period. They are in the main, of heavier texture than Condoms, and will not give the same degree of sexual satisfaction, but will of course be found more economical.

We have however, perfected one sheath which, whilst proving more suited to people with restricted means, will give the maximum degree of satisfaction. This is the SUPREX Washable Sheath, made from the finest Latex. If you are interested in the use of a Washable Sheath, and your means will allow, the SUPREX is the finest appliance in its class obtainable, though all other Washable Sheaths listed will give the fullest security for the time stated in the Price List.

We cannot too strongly emphasise that we only supply appliances which will give absolutely security, making a failure impossible, providing the simple directions given are carried out, and that Washable Sheaths are not used for a longer period than guaranteed.

Before concluding on methods of contraception for male use, we must point out what has hitherto been the great disadvantage in the use of rubber coverings. This is, that when using a Condom or Sheath, a good deal of the feeling of contact has been lost, and for this reason we find that men having used rubber coverings, complain of lack of sensation.

To overcome this unsatisfactory feature, we have perfected LENSOL Contraceptive Jelly, which applied as directed, will to a large extent eliminate the disadvantage of using a rubber covering, whilst at the same time, add a further measure of security, for LENSOL is in itself a contraceptive ancilliary.

Mechanical and Chemical Methods for Use by Women.

As already pointed out, for male use, a fully tested rubber covering is the only effective means which can be employed, but with women a much more varied selection is available. A brief description of these appliances will now be given, and this should enable any woman to determine what is likely to suit her individual needs best.

There is a most important point which must be emphasised regarding the difference between contraceptive measures employed by a man, and those adopted by a woman. For a man, the use of a tested rubber covering will be sufficient to give security, but owing to the particular construction of a woman's body, and the variations between different women, a double check is necessary where the woman herself employs the contraceptive measures.

Many women amongst our clients are using only one check, either a soluble pessary alone, or a check pessary without any chemical spermicide, and these women do not conceive, but in view of the issues involved, we personally feel that in doing so, there is that slight element of doubt. To our mind, the whole purpose of contraceptive measures become nullified, unless absolute security and freedom from

fear results. It is far better to be over-cautious than insufficiently so.

CHECK PESSARIES. (*These must not be used where a woman has been torn INTERNALLY during childbirth*).

These check pessaries are sometimes called "Bowler Hats," and fit over the mouth of the womb. The object being to prevent the male organ from coming into contact with the womb, or the male Sperm entering the womb.

As however all women are not alike internally, it is impossible to devise a cap which will, with certainty, cover every crevice, and should there be only a tiny opening, there would be the possibility of the active male Sperm entering the womb. It is therefore also necessary to use a Spermicide in conjunction with a check pessary, and for this purpose LENSOL Contraceptive Jelly is the best which can be employed. It is non-greasy, for grease must not be allowed to come into contact with rubber, stainless, and will not cause any irritation or smarting, which is the fault of so many chemical compounds. The basic foundation of LENSOL is Lactic which as a contraceptive auxiliary cannot be bettered.

The ordinary check pessary is made in three sizes, 1, 2 and 3, for use according to the number of children a woman has had. This must always be stated when ordering one of these appliances.

The fitting of a check pessary is a very simple operation, full illustrated directions are given, and the great advantage of a check pessary is that it is absolutely indetectable in use.

THE ALLEX MIZPAH PESSARY.

Check pessaries have been used for something like forty years, and in the course of time various improvements have been made in the design of these appliances.

The ALLEX Mizpah is the finest check pessary which can be obtained, and has been perfected as a result of years of scientific study of the internal construction of a woman's body. The ALLEX Mizpah is made of a pneumatic ring and detachable cap. There is an inner lip which enables the cap to slide easily into position, and once there it cannot be accidentally displaced.

The pneumatic ring will last for years, whilst the cap should be replaced every nine months at very little cost. The ALLEX Mizpah can be used by any woman, irrespective of the number of children she may have had, providing she has not been torn INTERNALLY during childbirth.

Here again, it is advisable to use LENSOL, together with the ALLEX, for though, in the case of these pessaries, there is very little likelihood of there being any crevices uncovered, there is a possibility that when the cap is removed, generally the next morning, any Sperm left in the vaginal passage may find their way into the womb. If LENSOL is used, all Sperm are destroyed.

Remember therefore, that the ALLEX Mizpah is the only check pessary which will give universal satisfaction.

Before concluding on check pessaries, we feel it well to mention that no check pessary can be used for the first few

months of married life, or until such time as the vaginal passage will allow its easy introduction.

If there is any woman particularly interested in the use of a check pessary, but in doubt about its application, the appliance can be fitted in our fitting room, and instruction given by Mrs. Allen. This however should not be necessary, for with the illustrated directions given, the fitting of the appliance is simplicity itself. Most women are rather ignorant about the internal construction of their bodies, and the fear is sometimes expressed that the appliance could get "lost" internally. This is absolute nonsense, and any apprehension felt on this account is groundless.

The use of a check pessary can really be said to be the Mechanical method of contraception, which women can take advantage of, but there is also the Chemical method of Birth Control which can be employed.

No doubt all women have heard of Soluble Pessaries, and these are merely chemical spermicides contained in some substance, which when introduced into the vaginal passage, will melt and release the Sperm-destroying chemical.

The effectiveness of soluble pessaries depends upon two most important factors, the correct amount of spermicide and the melting of the soluble base easily. It is easy to see why these factors are so important, for if the pessary did not melt easily, the spermicide could not do its job, and equally, if the pessary did melt easily, but did not contain the correct amount of Sperm-destroying chemical, pregnancy would result.

There are sold many pessaries which are worse than useless, for the unsuspecting woman buys them as an effective method of contraception, only to find too late that, owing to the unsatisfactory method of manufacture, they have not fulfilled their function, with consequences only too well known.

You will find in the appendix at the back of this booklet three soluble pessaries listed, and a brief description of each will help women in making a choice.

The ENDAR Soluble Pessary.

This pessary has a greasy base, takes about two minutes to dissolve when placed in the vaginal passage, and **as each pessary is individually manufactured,** the correct spermicide can be guaranteed. ENDAR pessaries must not be used in conjunction with any rubber appliance, but for women who wish to use a pessary in conjunction with either the husband's rubber covering, or together with a check pessary, CERINE non-greasy soluble pessary, or EFFEX effervescent pessary may be employed.

The CERINE Soluble Pessary.

These pessaries are made on a non-greasy base, but here again being made individually, the correct spermicide is guaranteed. Owing to its non-greasy base however, the melting point is higher, and about four minutes must be allowed to elapse after the introduction of the soluble for it to melt.

EFFEX Pessary.

EFFEX pessaries are somewhat different to both Endar

and Cerine in so far that they do not melt, but disintegrate with an effervescent process inside the vaginal passage. Furthermore though both ENDAR and CERINE pessaries employ Quinine as the spermicidal agent, one occasionally meets women who cannot use a Quinine pessary owing to smarting, and it is for these women that the EFFEX pessary is recommended. Effex are absolutely as reliable as either Endar or Cerine, but are somewhat more costly to produce. They need only be used by women who find that one of the other pessaries listed cause smarting.

We have gone at length into the question of soluble pessaries, for the use of a soluble pessary is a very popular method of contraception employed by people of moderate means.

Before finally leaving the question of Birth Control, there are one or two matters relative to sex and a satisfactory Orgasm (reaching the climax) by both parties worth discussing.

For a successful union, both man and woman should reach the climax together, but so many couples continually write to us complaining of an unsatisfactory sex life. In many instances the man reaches the climax too quickly, leaving his wife in a highly strung condition. Recurrence of this often engenders a feeling of repugnance on the part of the woman to interest herself in cohabitation. Then there are women who even though their husbands are considerate in every respect, still cannot become interested. Equally there are men, though the proportion is smaller, who cannot maintain the sexual stimulus long enough for

satisfactory marital relationship. With a little care most of these difficulties can be overcome.

The use of a rubber covering, Condom or Sheath, by the man will act as a gentle check, and so retard his reaching the climax.

For assisting the sex vitality of women, SOLVAN will be found ideal, whilst VITAXIA will perform a similar service for men.

Remember, SOLVAN for women, VITAXIA for men.

PERSONAL HYGIENE.

Douching is thought by some foolish women to act as a contraceptive, but it should be clearly understood that long before the Whirling Spray or Enema could be used, the male Sperm may have impregnated the female Ovum.

The use of a spray should, however, play its part in keeping the body clean and healthy, and is to be highly recommended. On the Continent, the Whirling Spray or Enema Syringe is part of the normal equipment of every married woman's bathroom, but unfortunately English women have not paid sufficient attention to this important matter, with the result that so many women suffer from unpleasant Vaginal discharges.

For the newly married woman, the ORIEL Enema is ideal, for its graduated nozzles allow of easy introduction. For the woman who has been married for some years, the Whirling Spray is best.

Syringing should be carried out with a solution containing ASON Douche Tablets, which are a mild and harmless antiseptic, specially made for the purpose.

Personal cleanliness assists bodily health, which in turn makes for happy marital relationship.

We cannot conclude these few words without emphasising that our work is activated by the knowledge that information relative to Sex and Birth Control of an authentic character is so hard to come by for the ordinary man and woman. This booklet is written for the married and those about to marry..... To help them arrange their families to their individual social and economic circumstances..... To ensure that whatever else may apply, the problems of sex will not be the rock upon which the marriage founders.

Remember that all appliances recommended and supplied by us will always fulfill the purpose for which they are intended, and above all, if in any difficulty relative to Sex or Birth Control, our PERSONAL attention is at your service.

If you can call, do so. There is a separate entrance for men and women, and you will be received by one of your own sex. If you cannot call, you may with absolute confidence write, with our assurance that the strictest privacy will be maintained, and we will never again communicate with you unless first requested to do so.

All appliances are despatched under plain sealed cover, there being no indication of the contents or source of origin, for we fully appreciate the delicate and personal nature of our business.

Yours faithfully, { Mrs. A. M. Allen.
{ Mr. W. J Allen,

The Allen Surgical Hygienic Company, Ltd.,

79 TRAFALGAR STREET, BRIGHTON. *Tel.*: BRIGHTON 9434.

APPENDIX.

Question—What is the best method of Birth Control?

Answer—For the commencement of married life, **MONU** Condoms together with **LENSOL** Contraceptive Jelly. When intercourse can take place easily, the man can use any of the Condoms listed together with Lensol, or the woman the **ALLEX** Check Pessary together with Lensol.

Question—Does the use of Contraceptives have any harmful Effects?

Answer—Cheap chemical compounds would cause smarting, and in many cases would react unfavourably upon the natural secretions of the woman's body. The Chemical Contraceptives listed in this booklet are scientifically prepared, and are absolutely harmless, except to the Male Sperm which they will destroy.

Question—Is coughing or passing of urine immediately after the sex act a method of Birth Control.

Answer—This is a fallacy which many women have to their regret learned. The Urethra through which the urine passes is a separate passage, and though faith may move mountains, coughing will not remove the impregnated Ovum.

Question—Is Coitus-Interruptus (withdrawal) a good method of Birth Control?

Answer—No, and for two very important reasons. First, this practice, involving as it does the nervous tension on the part of the man, is one of the prime causes of impotence, besides imparting that mental apprehension so distressing to the woman. Second, most men have a slight Seminal discharge before reaching the climax.

Question—Can douching be recommended as a method of Birth Control?

Answer—No, for long before the syringing could take place, the Ovum may become fertilised. Syringing should however play its part as a matter of personal hygiene.

Question—Whilst suckling a baby, is one immune from pregnancy?

Answer—This "Old Wives" tale is one that has caused untold misery, for many women relying on this, have found themselves pregnant again a few months after childbirth. There is definitely no safe period, and unless a child is desired contraceptive measures should be employed.

Question—Should a woman's sexual desire equal that of her husband?

Answer—Where the ages are compatible, yes. Sexual relationship should be the consumation of the love a married couple have for each other. So many women have no joy in the union owing to inhibitions caused by fear of pregnancy. All methods of contraception advocated in this booklet are absolutely reliable, and if one of the methods recommended is adopted, there can be no possibility of pregnancy.

Question—Does fear of pregnancy affect the child?

Answer—Fear is probably the most potent force in human relationship. The birth of the baby should be looked forward to with happy anticipation, and though all mothers love the baby when it is born, we do not know the effect on the child where its conception was the result of an "accident."

The above are the queries commonly met, but if you have any particular problems not covered in this appendix, we will be very pleased to help in any we can.

People suffering from any of what are known as "inherent" illnesses, Tuberculosis, Kidney Disease, Epilepsy, Asthma and the like, should not undertake parenthood before getting expert medical advice.

BIRTH CONTROL APPLIANCES

MALE USE

Condoms (French Letters). These can be supplied in either plain or teat end.

	each	doz.
No. 1 Transparent Superfine	1/6	16/0
No. 2 Natural Superfine	1/3	14/0
No. 3 Natural Silk Finish	1/0	12/0
No. 4 Natural Ivory	10d.	10/0
No. 5 "Monu" Special for the Newly Married	1/0	12/0
No. 6 Standard	6d.	6/0

All these Condoms are unwashable, and can safely be used once only.

LENSOL
CONTRACEPTIVE JELLY.

Will eliminate to a large extent the presence of a rubber covering, giving a far greater degree of mutual satisfaction.

3/6 per tube.....double size **5/6**

ALL ORDERS ARE DESPATCHED UNDER PLAIN SEALED COVER, THERE BEING NO INDICATION OF THE CONTENTS OR SOURCE OF ORIGIN.

POSTAGE .. { **United Kingdom—Post Free.**
Overseas (Sterling areas only) add 1/-

MALE USE—*continued*

Washable Sheaths

The SUPREX Sheath.

The finest washable sheath obtainable, and will give the maximum degree of satisfaction.

Price **17/6**. Guaranteed for 12 months.

The SPECIAL Natural Sheath.

Slightly heavier than the Suprex.

Price **15/-**. Guaranteed for 12 months.

The NATURAL Sheath.

A wholly reliable appliance for the man of moderate means.

Price **10/6**. Guaranteed for 9 months.

All washable sheaths are semi-teat end.

LENSOL

CONTRACEPTIVE JELLY.

For use in conjunction with check pessaries, or male rubber covering.

3/6 per tube.....double size **5/6**

VITAXIA for Men.

For assisting a standard of sex normality. Vitaxia contains no harmful drugs, and is non-habit forming.

Price **10/6** per box.....3 boxes **27/6**

FEMALE USE

ALLEX MIZPAH Check Pessary.

Its unique construction enables it to be used by any woman irrespective of the number of children she may have had.

Price complete **21/-**....replacement cap after 9 months **5/6**

SPRING & SOLID RIM Check Pessary

Supplied in sizes 1, 2, and 3. State number of children when ordering.

Price **7/6**

Fully illustrated directions are sent with all check pessaries.

ENDAR Soluble Pessary

A greasy base requiring about 2 minutes to dissolve. Particularly suitable where "Dryness" is present.

Price **6/-** per box of 12.

CERINE Soluble Pessary

Non-greasy, requiring about 4 minutes to dissolve. For use in conjunction with rubber appliances.

Price **6/-** per box of 12.

EFFEX Foam Pessary

Of particular benefit to women who suffer from smarting when a quinine soluble is employed.

Price **7/6** per box of 12.

FEMALE USE—*continued*

The ORIEL Enema

Particularly suitable for the newly married woman.

Price **21/-**

The STANDARD Enema

A general purpose appliance for all.

Price **10/6**

The ALTO Whirling Spray

The finest of its class. With Rectal nozzle, making it a duel purpose appliance.

Price **21/-**

The STANDARD Whirling Spray

Will give years of satisfactory service.

Price **12/6**

ASON Douche Tablets.

One tablet dissolved to every pint of warm water will ensure that "inner cleanliness" so necessary

Price **3/6**

SOLVAN for women

To give the necessary stimulus to women who find marital relationship unsatisfactory. Solvan contains no harmful drugs and is non-habit forming.

Price **7/6** per box.....3 boxes **21/-**

ORDER FORM.

Please use block letters.

Please Supply:—

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Remittance enclosed value.....

Name .....

Address .....

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Date .....

To The Allen Surgical Hygienic Co. Ltd.
79 Trafalgar Street,
BRIGHTON. Tel.: Brighton 9434

Cheques and Postal Orders payable to Allen Ltd., & crossed //. Cash must be sent Registered Post.

A PERSONAL MESSAGE

If, after reading this booklet, you feel that our efforts are worthwhile, may we ask for YOUR help.

Space is provided below for you to furnish the names and addresses of any friends to whom you may think a copy of this publication will be helpful. A copy of Heritage will then be sent under plain sealed cover, and your name will not be mentioned unless you expressly desire us to do so. Alternatively if you wish, any number of books will be sent to you personally. Your help would be greatly appreciated.

Mrs. A. M. Allen
Mr. W. J. Allen.

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SURGICAL SERVICE.

To those in need of a Surgical Appliance of any description, be it a simple truss to support a rupture, an elastic stocking to relieve varicose veins, an abdominal belt to support a pro-lapsed abdomen, a suspensory bag for varicosele, a jock strap for the athlete, or a more complicated spinal jacket, we offer the services of our expert fitters.

A badly fitting or incorrectly made surgical appliance is worse than useless, for it will aggravate the condition it is meant to relieve.

We will not supply any medico-surgical appliance, unless our clients first attend for examination, in order that the correct type of appliance and fit is assured. This does not of course apply to simple things like elastic stockings, jock straps or maternity belts, for which a self measurement chart is sent, and the transactions can be wholly conducted through the post.

In any case, if at all in doubt, come along and have an examination by our expert fitters free of charge. In special cases it will be possible to send a fitter to your home, but only where by reason of your disability it is impossible for you to attend personally.

To National Health Insurance contributors, we make the necessary arrangements to obtain the contributions from your approved society.

SOUND ADVICE--EXPERT SERVICE--GUARANTEED APPLIANCES

We cannot do better.....Nor can you.....

SURGICAL APPLIANCES

Prices on Application.

Trusses.

Elastic or Steel Band. A Truss will only be supplied after a personal examination by our Male or Female fitter.

Surgical Belts.

These are made to individual requirements, and a personal examination is necessary.

Maternity Belts.

These are made in standard sizes, and a self-measurement chart can be sent if you cannot call.

Seamless Elastic Hose.

Stockings, Leggings, Knee-Caps, Anklets. Will give ideal support to that tired or aching limb. Invaluable where hardened arteries or varicose veins exist.

Silk Elastic Hose.

Flesh colour, and of particular appeal to women.

Lastex Special Hose.

Lastex represents the greatest advance in surgical hose. It is indetectable in use and will keep its shape irrespective of the number of times washed.

SELF MEASUREMENT CHART CAN BE SENT FOR ALL ELASTIC AND LASTEX HOSE.

Rubber Urinals.

Ideal in cases of Bladder weakness and Incontinence. For day and night use. Indiscernable and spill proof. State waist measurement and Male or Female.

Colotomy Belts.

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